

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Promotion

Saladin & Djaslim, (2003) state that Promotion is an information communication between sellers and buyers aims to change the attitudes and behavior of buyers, that previously did not know be familiar with so that it becomes a buyer and remind that product.

According to Alma, (2006) “Promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educate, remind and convince potential customers.”

According to Cannon, Perreault, McCharthy (2008) “Promotion is to communicate information between sellers and potential buyers or others in the channel to influence attitudes and behavior”.

So, promotion is an activity of communication between sellers and prospective buyers in divulging information about products or services offered by a seller to a potential buyer.

According to Alma (2006) promotion is a kind of communication that provide explanations and convince potential consumers on goods and services with the goal to get attention, to educate, to remind and convince potential customers. According to Sary (2008) tourism promotion is divided into two kinds as follows:

1. Direct Promotion

The ways that usually used in this promotion are display such as (traditional house, costume, and pictures), printed media (prospectuses, leaflet, folder, booklet, and brochure, exhibitions and presents.

2. Indirect Promotion

The ways that are used in this promotion are:

- Giving information through printed media.
- Publication in some magazines that in the company (travel agent or tour travel company) area.
- Visiting to the company (travel agent or tour travel company).
- Meeting with other companies to get some information.
- Workshop
- Inviting some employees of company to visit tourism destination

According to Yoeti , (1996) the purposes of promotion as follows:

- To introduce services and products produced by the tourism industry as widely as possible.
- To give impression as strong as possible in the hope that many people will come to visit.
- To deliver a compelling message with an honest way to create high expectations

In short, Promotion is a communication to explain the listener about the information of something with the purpose to convince the listener either it used direct promotion or indirect promotion as a media.

There are three promotional tools most widely used are advertising, public relations, sales support Yoeti, (1996). Advertising is an appropriate way to give the results of products to consumers completely they do not know. Public Relations is a part or section of a company or organization that aim as a spokesperson for the company and other parties that require information about everything about the company, of course, what you want to be notified that must be the knowledge of the board of directors or head appointed, along release can be given the name of both companies.

Sales support is as an a support to the seller to provide all forms of promotion material which is planned to be given to the general or special travel trade is designated as an intermediary. Sales support that is often used is as follows:

1. Brochure

Publication is printed using paper that is relatively good, the lay-out are collated interesting, with all the potential to be promoted. Often in a brochure is a catalog

that includes tourist attraction in the area of interest by stating the type and kind of accommodation, room tariff, facilities and Itineraries tour to the tour operator.

2. Prospectus

This is a flyer that sometimes too folded in two, is designed to be more attractive and provide your name on it in many kinds of hotel with address, amenities and the food can be provided.

3. Direct –mail materials

It is a sales letter that was sent to the potential tourist with brochures, prospectus folders and leaflets, and others.

4. Folder

A promotion materials that can be folded over, there were two stone, quadrupling, each page of the crease in the hotel building include, for example, types of rooms and so on.

5. Leaflets

Different from a folder, the leaflets only in the form of leaflets which are set out in a wide variety of information quick round object in promoting.

6. Booklets

Almost like a guide book, the content is more complete than other forms of sales support. Preparation may not individually, but usually on the responsibility shared by several sponsors who help to promote the products and services his company.

7. Guide Book

Guide book provides information on the tourism business unit also tell something about a tourist destination, the local expression language expression to facilitate communication.

8. Display materials

As a lot of us look at the airline office and travel agent as a display that is hung or put on the table.

2.1.1 Promotion Goals

According to (Anderson, 1994) several goals of doing promotion include:

1. Modifying behavior

The market is the meeting place of people who want to do an exchange in which people are made up of various kinds of behavior that is different to one another.

Likewise, their opinion on certain goods and services, appetite, desire, motivation, and loyalty to the goods and services are different from each other. Thus, the purpose of this is trying to change the behavior and opinions of the individual, from not receiving a product be loyal to the product.

2. Informing

Promotional activities aimed at providing information to the intended market of the marketing company, regarding these products with regard to price, quality, condition the buyer, usability, features, and so forth. Promotional nature of this information is generally preferred and performed at earlier stages in the life cycle of the product. This is an important issue to increase the primary demand because at this stage some people will not be attracted to select and purchase goods and services before they know the product and its uses, and so forth. Promotional nature of this information can assist consumers in making the decision to buy.

3. Persuading

Promotion that encouraging or persuasive is generally less preferred by most people. But the reality now many appear it is that promotion. Such promotion is mainly to encourage buyers. The company does not want to get a response as soon as possible, but prefers to create a positive impression. This meant that the promotion can make an impact for a long time against the behavior of buyers. Promotions that encourage this will become dominant if the concerned production began to enter the growth stage in the product life cycle.

4. Reminding

Promotions that are reminiscent of this was done primarily to maintain the product brand in the hearts of the people and carried out during the maturity stage in the life cycle of the product. This means that the company seeks to maintain attention to existing buyers, because buyers do not make transactions just once, but must take place on an ongoing basis.

2.2 Definition of Booklet

According to Simamora (2009), booklet is a publication medium that consists of several sheets and pages, but not as thick as a book. While Gustaning

(2014) says that booklet is the media in form of a small book containing the texts or pictures or both.

According to Puspitawarna (2010:1) Pamphlet or booklet as quoted from the writings of “print box” is not periodical publications which may consist of one to a small number of pages, not related to another issue, and finished in one day. The page is often used as one (among others with the stapler, thread, or wire), usually has a cover, but do not use loud volumes. It is line with UNESCO (as cited in Puspitawarna, 2010) that define, the booklet is not periodical publications, complete (in one issue), having at least 5 pages but not more than 48 pages, excluding the cover calculation.

2.2.1 Types of Booklet

Booklet can be used as small storybooks, instructional manuals, recipe books, and are often used as brochures, catalogs, blades, and inserts for CDs and DVDs (CD booklet). Some reports, including annual reports, are essentially special purpose booklets (Howard, 2014).

Howard (2014) says that design considerations for booklets are:

1. **Creep** occurs with booklets and other publications that use saddle-stitch binding and needs to be compensated in the design. If there is no creep allowance, when pages are trimmed the outer margins become narrower toward the center of the booklet and there is the possibility that text or images may be cut off.
2. **Creep Allowance** is a method of counteracting the creep that occurs with some booklets. If creep is noticeable, copy can be repositioned toward the center of the spread for those pages in the center of the booklet. When trimmed, all pages will have the same outer margins and no text or images are lost.
3. **Imposition** refers to arranging pages for printing so that when assembled into a booklet or other publication they come out in the right reading order. Printing a 5.5x8.5 booklet on your desktop printer, for example, requires the use of imposition to print the pages onto letter size (8.5x11) sheets of paper that when assembled and folded end up with the pages in the right order for reading.

4. **Saddle-Stitched** binding is one of the most common binding methods for booklets. Saddle-stitching or saddle-stapling or "booklet making" is common for small booklets, calendars, pocket-size address books, and some magazines. Binding with saddle-stitching creates booklets that can be opened up flat.
5. **Booklet Envelopes** are open side envelopes with small square or wallet flaps and side seams. Booklet envelopes are used not only for booklets but for brochures, catalogs, annual reports and other multi-page mailings. They work well with automatic-insertion machines.

2.2.2 Terms of a Booklet

Suleman (1998) says that booklet is category of the line media. Based on the characteristics attached to the below line media, messages written on the media is guided by several criteria, as:

- In the Form of text and images, or combination of both.
- The word used economically.
- Using short sentences, simple, brief, and concise.
- Using capital letters and bold.
- The use of letters not less than 10 pt.
- Accordance the contents to be delivered.
- Packaged interesting.

Furthermore, according to (Arsyad, 2008) there are six elements that must be considered when designing printed media. These elements can include consistency, format, organization, attraction, attractiveness, font size and while space

1. Consistency

Format and space should be consistent to make a booklet looks interest and better. Lowercase and uppercase should not be combined in each word. Space between title, first line and margin should be consistent. If it is not consistent, some people consider that they are untidy and bad

2. Format

Format usually uses single – column view because it is long paragraphs and for short paragraph, it can use twin – column. Each different are separated and labeled in order to make it easier to read and understand

3. Organization

A booklet is arranged systematically and separated by using shape such as rectangle, oval, rounded or triangle

4. Attractiveness

Some images or pictures can be added into the booklet and give a different touch every page, thus the reader interested and motivated to read it

5. Font size

The font used in a booklet is usually on point per inch. For example 24 point size per inch and good font size for text is 12 point avoid capital letter on the entire text because it makes reading process becomes difficult. Capital letters are used only as needed

6. While space

While space is the empty space which is not filled image or text with aim to give pauses to reader. While space can be shaped around the title, margin, the beginning of the paragraph, and between spaces or paragraphs.

2.2.3 How to Make a Booklet

According to (Lucidpress, 2018) the procedures of design booklet are Target your readers, Nail down your binding, Source images, Create an outline, and Design your pages.

1. Target your readers

The design and layout of the draft document for your booklet depends to a large extent on your readers. For instance, you may be working on a hobby Origami project in which case you'll want to create a poster-sized document that you can fold and crease to create a mini-booklet with just a few pages. Alternatively, you may be creating a corporate newsletter-style booklet with a lot of text in multiple columns and with only a few images. Lucid press has a wide variety of newsletter and brochure templates that feature multiple columns and image placeholders for your company's logo and branding elements.

2. Nail down your binding

Your choice of binding will affect the layout of your little book, and it depends on how durable you want your booklet to be and whether you want to open it up flat (like you would for a tourism destination booklet). Saddle stitching actually uses staples, not stitches, and is most commonly used for booklets with low page counts. It's the most durable and cost-effective option, but your pages won't open completely flat. Wire binding requires punching holes through which coils are inserted, so you'll have to double-check that those gutters and margins are wide enough. Like coil and spiral binding, this option is great if you need to open your booklet up flat, or expect needing to tear out pages for some reason. Perfect binding—also called thermally activated binding—is what is usually used to bind paperbacks. While cost-effective, the downside is that a booklet bound like this won't lay flat. Perfect binding (not so perfect after all) is not quite as sturdy as other methods, so you should make sure you use top-quality glue (resin). You may want to discuss your printing options with your local printer before you get started.

3. Source images

If you haven't already, now is the time to source images, pictures and illustrations to jazz up your booklet and make it visually attractive. This is the third step because when you start creating your book outline, you'll want to know exactly how much space your graphics are going to take up on each page. But, never fear: if your image is a little too big or too small, to change the size, right-click on it and select Edit Crop or Mask from the context menu. Also, experiment with the Mask feature to create beautiful blurred backgrounds for your pages—instant custom paper! If you're a small business and on a budget, the license filter feature is very useful. You can use it to find images that are free to use, even commercially. Look for free online tools like Lucidchart to create business diagrams and flow charts. The Lucid press interface itself has a professional tool set that not only helps you to create perfect layouts and eye-catching compositions, but can be used to insert tables, and create shape diagrams and infographics.

4. Create an outline

Even though it's only a small book, the little extra effort spent creating a booklet outline is well worth the time. Lucidpress templates double as layout software and an easy way to create visual mind maps of your content. You can easily drag & drop page elements onto a page and then decide how all the bits and pieces fit together—for instance, where you're going to include images. The interface is really just a giant sandbox where you can experiment with colors, fonts, graphics & layouts. If you've already written your content, the Lucidpress interface will help you verify that your content fits neatly on each page. But you can also dive right in and start writing from scratch right there and then—simply drag & drop a text element onto a page. Backups? All your work is stored safely in the Lucidpress cloud.

5. Design your pages

With so many features to offer, Lucidpress had to create three toolboxes. Here's how to use them. In the interface, in the left pane, simply drag & drop the element (e.g. text, shape, video, image or table) you wish to add to your layout—plop!—into your design. Now this is when the fun starts. In the right pane are all the attributes of the element you're working on. The Shape tab gives you options to change these attributes. For instance, if you're working on an image, you can change the borders, fill color, shadows & opacity. The Layout tab helps you to position your image precisely and lock features of the image you don't want anyone else to change. Like other graphic design software—Microsoft Word and Acrobat InDesign, for example—Lucidpress follows the same UI standards for where editing features are located. For instance, right-click on an element and select a function from the context menu, like changing the layout sequence of elements. To align elements exactly, select multiple shapes, right-click and choose an alignment, such as left-aligned or centered.

2.3 Tourism

According to Undang-Undang No. 10 of 2009 concerning Tourism, tourism is a variety of tourism activities and supported by facilities and services provided by local communities, fellow tourists, government, local governments and entrepreneurs.

Tourism is a travel activity carried out temporarily from the original place of residence to the destination area with the excuse not to settle or make a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.

From some of these opinions it can be concluded that tourism can be done to eliminate fatigue or saturation. Not all trips out of town or country carried out by someone can be referred to as tourism activities. Palembang is a city with attractive tourist destinations. There are many tourist destinations in Palembang City which are classified into natural tourist destinations, historical and cultural tourist destinations and tourist destinations made by humans. 14 destinations include leading tourist destinations. The leading tourist destinations include Al-Qur'an Al Akbar, Bukit Siguntang, BKB Region and its surroundings, Kapitan Village, Al-Munawar Village, Sriwijaya Kingdom Archaeological Park (TPKS), Kemaro Island, Jakabaring Sport City (JSC), Cemetery Garden and Bagus Kuning Monkey Forest, Bersolek Sekanak, TengkuREP Crater, Dewa Balaputra Museum, Pedestrian Soedirman, Lorong Basa Night Culinary Market. Due to the geographical location bordering the Musi River which is a water transportation route, the author will explain in more detail about several tourist destinations as follows:

1. **Benteng Kuto Besak**



Figure 2.1 Benteng Kuto Besak

Source: <http://pesonawisataindonesia.com/pesona-wisata-palembangbenteng-kuto-besak/>

Benteng Kuto Besak is a historical and cultural tourist destination. Kuto Besak Fortress is located in 19 Ilir Village, Bukit Kecil District Palembang. This building

was built for 17 years starting in 1780 and its use was inaugurated on Monday 21 February 1797. The initiator of the construction of this fort was Sultan Mahmud Badaruddin I (1724-1758) and the development carried out by Sultan Mahmud Badaruddin, as a supervisor entrusted to Chinese people. Kuto Besak Fortress has a length of 288.75 meters and is 9.99 meters (30 feet) high and 1.99 meters (60 feet) thick. Each corner consists of a bastion in the west, different in shape from three other bastions. The same three strongholds are characteristic of Kuto Besak Fortress, on the east and south and west there is the entrance of the fort, the main entrance gate facing the Musi River is called the Lawang Kuto and the other entrance is called Lawang Buritan.

2. Musi River



Figure 2. 2 Sungai Musi

Source:<https://sumatra.bisnis.com/read/20181026/533/853713/pemda-di-sumsel-gencar-luncurkan-call-center-112#>

Musi River is 750 Km long and is the longest river on the island of Sumatra. Since the time of the Sriwijaya Empire, this river is famous as the main means of transportation of the community. On the banks of the Musi River lies the Boom Baru Port and the Museum of Sultan Mahmud Badaruddin II. The Musi River divides the city of Palembang into two parts, namely: opposite ilir in the north and opposite Ulu in the south. The springs are sourced in the Kepahiang area, Bengkulu. This river is the estuary of nine major tributaries, namely Komering River, Rawas, Batanghari, Leko, Lakitan, Kelingi, Lematang, Semangus, and Ogan.

3. Sultan Mahmud Badaruddin II Museum



Figure 2. 3 Sultan Muhammad Badaruddin II Museum

Source:

https://www.google.co.id/search?q=museum+sultan+mahmud+badaruddin+2+palembang&safe=strict&dcr=0&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjbgcyHkIfiAhV84HMBHSHzCaYQ_AUIDigB&biw=1366&bih=654#imgrc=jAg_Ja_eoWWtM7M:

Sultan Mahmud Badaruddin II Museum is located near the Benteng Kuto Besak area precisely in Jl. Sultan Mahmud Badaruddin II, No.2, Kel. 19 Ilir, Kec. Ilir Barat I Palembang. Sultan Mahmud Badaruddin II Museum is an old building consisting of 2 floors built by the Dutch. Inside the museum there are several collections of historical objects. The procurement of the museum collection was carried out since 1984 along with the move of the Bari House Museum to the Dewa Bala Putra Museum. The transfer process is not followed by all the collections. Then some collections that are at the Bari House Museum are stored in the Sultan Mahmud Badaruddin II Museum.

4. **Ampera Bridge**



Figure 2. 4 Ampera Bridge

Source:

<https://www.google.co.id/search?q=jembatan+ampera&safe=strict&dcr=0&tbn=i>

[sch&source=iu&ictx=1&fir=JDVFbNJU0zheM%253A%252CVi_DJxYcBt2EyM%252C_&vet=1&usg=AI4_-kSXPTV0_FCztC6UzVsCAP2vY2TwdA&sa=X&ved=2ahUKEwj1ydmVlofiAhWI7XMBHXooDe0Q9QEwAnoECAcOCA#imgrc=JDVFbNJU0zheM:](https://www.google.com/search&source=iu&ictx=1&fir=JDVFbNJU0zheM%253A%252CVi_DJxYcBt2EyM%252C_&vet=1&usg=AI4_-kSXPTV0_FCztC6UzVsCAP2vY2TwdA&sa=X&ved=2ahUKEwj1ydmVlofiAhWI7XMBHXooDe0Q9QEwAnoECAcOCA#imgrc=JDVFbNJU0zheM:)

Tourism destination that becomes an icon of the Palembang City is Ampera Bridge. This bridge in the capital city of South Sumatra Province was once known as the Bung Karno Bridge. This bridge was built in 1962. The name of the Bung Karno Bridge was changed to the Ampera Bridge, which stands for Jembatan Amanat Penderitaan Rakyat. This bridge change was due to political turmoil that occurred in the archipelago. This bridge used to could be lifted so that the ships did not hit the bridge when passing the Musi River. Boats with a height of 44.5 meters can cross this bridge when the bridge is raised. Gradually this function was terminated because it disrupted the flow of traffic that passed through the upper part of this bridge. The ballast pendulum from this bridge which can reach 500 tons each is lowered so that no one gets hurt when the pendulum falls suddenly.

5. Kapitan Village

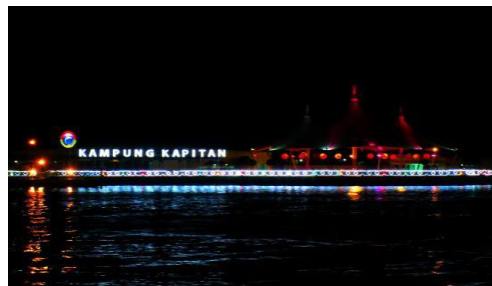


Figure 2. 5 Kapitan Village

Source:

https://www.google.co.id/search?q=kampung+kapitan&safe=strict&dcr=0&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjOx4exm4fiAhVxmuYKHRS4A0EQ_AUIDigB&biw=1366&bih=654#imgrc=Wj5kZPP1SNKEfM:

The name Kapitan is identical to an area of approximately 20 ha in the area of 7 Ulu Village, Seberang Ulu I District Palembang. This name became a marker for the existence of the Chinese clan community who lived in the village. Village

boundaries, starting from the edges of the Musi River in the north to the edge of Jl. K.H.A. Azhary in the south. The western part bordering the Kelenteng River is now dead and east with the Kedemangan River. The entrance to Kapitan village, as the Palembang community calls it, is approximately 50 meters long. Kapitan village indeed one of China's heritage buildings. However, it is not a characteristic of China that is inherent there, but rather a combination of Palembang, China and Dutch culture that feels thick coloring the area which is located on the banks of the Musi River.

6. Al-Munawar Village



Figure 2. 6 Al-Munawar Village

Source:

https://www.google.com/search?q=kampung+al+munawar&safe=strict&hl=in&source=lnms&tbm=isch&sa=X&ved=0ahUKEwivq47NkoziAhXO63MBHUIeC3IQ_AUIDigB&biw=1366&bih=654#imgrc=nFfNLcM9rhQ9UM:

Palembang has various ethnicities and cultures that exist in its community. There are Chinese ethnic, Indians ethnic, Arabians ethnic, and others. Each ethnic group has its own community. Whether it's in the form of a residence, an organization, or just an association. Most of the residents in Arab village are people who come from Arab. Arab settlements in Palembang are located along the Musi River, both in the Ilir section, and in the Ulu section. The forms of houses of residents in Al-Munawar Village are the same as the houses of Palembang people in general. This is because, according to them, they came all the way to Palembang just to spread Islam. All they bring is the Book and Nisan. Arab Village communities have their culture about marriage. According to their culture, a woman of Arab descent is not allowed to marry Indigenous men (people from the surrounding area). However, Arab men may marry Indigenous women.

7. Kemaro Island



Figure 2. 7 Kemaro Island

Source: <https://www.liputan6.com/regional/read/2494878/kisah-heroik-di-balik-keindahan-pulau-kemaro>

There is a Kemaro Island In the middle of the Musi River. The name of Kemaro Island means an island that has never been flooded. This island has a legend about the love story "Siti Fatimah the King of Palembang's daughter who was proposed by the king's son of China named Tan Bun Ann". In this island there is a Buddhist temple that is always visited by adherents especially during the Cap Go Meh celebration which is not only Chinese people in the city Palembang but from various regions in Indonesia and even abroad such as Singapore, Hong Kong, China and others. Kemaro Island places in the middle of Musi River Ilir Timur II sub-district Palembang and we can go to this island by using water transportation such as ketek, speed boat, Putri Kembang Dadar tour boat, Sigentar Alam and Naga boat from Benteng Kuto Besak tourist dock (BKB) or from the Intirub factory.

8. MONPERA



Figure 2. 8 Monera Museum

Source : <https://www.indonesiakaya.com/jelajah-indonesia/detail/monpera-simbol-perjuangan-rakyat-yang-bergelora>

After the proclamation of independence of Indonesia, various regions in the archipelago were still experiencing turbulence in the attacks of Dutch military aggression II. As happened in Palembang in December 1946, the Dutch who violated the demarcation line sparked fighting. Urged by the resistance of nationalist fighters, they called for help, which ultimately made the nationalist fighters cornered. In January 1947, the Dutch increasingly aggressively destroyed the city of Palembang by deploying tanks and artillery. The Dutch invaders also opened fire on nationalist fighters from warships and boats, dropping bombs and grenades. The battle took place in almost all areas of Palembang City for 5 days and 5 nights and destroyed a part of this city.

To commemorate the event, the Indonesian independence fighters in the South Sumatra region who are members of the South Sumatra Veterans Legion took the initiative to build a memorial monument. The ideals only materialized on August 17, 1975 with the ceremony of laying the first stone of the monument construction. The construction of the monument was completed in 1988, which was then inaugurated by Alamsyah Ratu Prawiranegara (Menkokesra at the time) under the name Monumen Perjuangan Rakyat (Monpera). The shape of Monpera resembles a five-petaled jasmine flower. Melati symbolizes the purity of the hearts of the fighters, while the five sides represent the five residency areas that are incorporated in the Sub-Commander of South Sumatra. While the path to the main building Monpera numbered 9, namely 3 on the left side, 3 on the right side, and 3 on the back side. The number 9 implies the togetherness of the Palembang community, known as the "Batang Hari Sembilan". While the height of the Monpera building reaches 17 meters, has 8 floors, and 45 fields / lanes. These numbers represent the date of the proclamation of Indonesian independence on August 17, 1945.

2.4 Definition of Tourism Objects

According to Republic of Indonesia Law No. 9 of 1990 concerning Tourism, it is stated that tourist objects and attractions are something that becomes a tourist destination whether it is the construction of tourist objects and attractions, which is done by cultivating, managing and making new objects as tourist

attractions and attractions . In the above laws, which include tourist objects and attractions consist of:

Tourism objects and attractions created by God Almighty, which are natural creatures and flora and fauna, such as: natural scenery, beautiful panorama, jungle with Tropical forest plants.

The objects and tourist attractions of human works in the form of museums, ancient relics, historical relics, cultural arts, agriculture (agro tourism), water tourism (air), adventure tourism, recreational parks, and other entertainment venues.

Special interest tourism destinations, such as: hunting, mountain climbing, caves, industry and crafts, shopping, river water, places of worship, places of pilgrimage, and others.

Tourism is everything related to tourism, including the exploitation of tourist objects and attractions and related businesses in the field. All related to travel.

Places that have attractiveness have not yet been developed or developed potential resources and cannot be called tourist attraction, until there is a certain type of development, for example the provision of accessibility or facilities.

According to SK Minister of Tourism and Culture No. KM 98 PW. 102 MPPT -87, namely: "Tourism objects are natural places or areas that have natural resources that are built and developed so that they have an attraction that is sought as a place visited by tourists".